

**SULLIVAN CATSKILLS VISITORS ASSOCIATION**

*Place: SCVA Conference Room*

**Present:** Sims Foster, Tanya Hahn, Brian Rourke (via zoom), Paul Ciliberto (via zoom), Elaine Giguere (via zoom), Anthony Bruno (via zoom), Emily Casey, Stacy Cohen, Brian Facquet (via zoom), Jennifer Grimes (via zoom), Shawn Lang (via zoom), Dan Paradiso, Franklin Trapp (via zoom), Phil Vallone (via zoom), Donna Hemmer (via zoom), Johnny Pizzolato, Jay Quaintance (via zoom), Roberta Byron-Lockwood, Herb Clark, Holly Gassler

**Excused:** Paul Carlucci, Rick Lander, Ariel Shanberg

Sims Foster called the meeting to order at 8:34am

**Minutes:** The minutes from the June Board Meeting were attached. A motion to accept the minutes was made by Jennifer Grimes and seconded by Dan Paradiso, all in favor. Motion carries.

**Financial Report:** The Financial Report was attached. A motion to accept the financials was made by Stacy Cohen and seconded by Franklin Trapp, all in favor. Motion carries.

**Membership Report:** The New & Renewing membership report was attached. A motion to accept the New & Renewing Members was made by Franklin Trapp and seconded by Paul Ciliberto, all in favor. Motion carries.

**Finance Committee:**

Cooper Arias is continuing to work on the SCVA Annual Audit.

**Marketing Team:**

- E-News subscriptions are still on the rise.
- A Brand was created for our E-News. This has been getting rave reviews.
- Sullivan Catskills Cares Campaign with up to the minute information.
- The SCVA has created COVID-19 posters for their members to use in their place of business, they include reminders such as: wear a mask, hand washing practices, staying safe & social distant reminders.
- The SCVA continues to send out their Member to Member e-news updates via email 4 X's per month.
- The SCVA is continuing the Catskills Confidence Campaign which includes a video & a radio spot free for SCVA Members.
- Key words driving traffic to website include resorts and cottages & cabins.
- Berkeley Young is being pushed back a few months.
- SCVA will begin a new campaign with PBS & The Makers Market beginning

**Writers & Fam Trips:** The SCVA continues answering all requests from The Door and Finn & Partners. There are some trips scheduled for travel writers & influencers for the near future.

**Next Meeting:** August 25, 2020.

**Adjournment:** The meeting was adjourned at 9:17am with a motion by Tanya Hahn and seconded by Emily Casey, all in favor. Motion carries.

Respectfully Submitted,  
Holly Gassler